

General Motors

INFORMATION HANDBOOK

for
1968

Mr Bolton

A READY
REFERENCE
FOR
PRESS, RADIO
AND TELEVISION

DIRECTORY

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FOREWORD

The 1968 Information Handbook, 15th annual edition, has been prepared by the Public Relations Staff to provide current data on General Motors. It is designed as a ready reference for writers, editors and commentators. We hope the book will serve as a convenient source for facts about GM's operations, its organization, and its products.

Anthony De Lorenzo

Vice-President

DIRECTORY

OFFICERS

JAMES M. ROCHE

Chairman of the Board of Directors and Chief Executive Officer

GEORGE RUSSELL

Vice Chairman
of the Board of Directors

EDWARD N. COLE

President
and Chief Operating Officer

Executive Vice Presidents

RICHARD C. GERSTENBERG

Finance

EDWARD D. ROLLERT

Overseas, Non-Automotive
and Defense Group

ROGER M. KYES

Car and Truck, Body and Assembly
and Automotive Components Group

HAROLD G. WARNER

Operations Staff

Vice Presidents

CARL E. ALLEN

Pension Fund Investment Coordinator

HARRY F. BARR

In charge of Engineering Staff

DONALD L. BOYES

In charge of Car and Truck Group

BOYD B. BROWNELL

General Manager—Electro-Motive Division

HAROLD W. CAMPBELL

General Manager—Frigidaire Division

MARTIN J. CASERIO

General Manager—GMC Truck & Coach Division

HOWARD E. CRAWFORD

In charge of Marketing Staff

EARL C. DAUM

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General Manager—Pontiac Motor Division

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In charge of Public Relations Staff

ELLIOTT M. ESTES

General Manager—Chevrolet Motor Division

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In charge of Manufacturing Staff

LAWRENCE R. HAFSTAD

In charge of Research Laboratories

REUBEN R. JENSEN

General Manager—Allison Division

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General Manager—Buick Motor Division

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General Counsel

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General Manager—Oldsmobile Division

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In charge of Styling Staff

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In charge of Body and Assembly Divisions Group

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General Manager—Fisher Body Division

LOUIS G. SEATON

In charge of Personnel Staff

RICHARD L. TERRELL

In charge of Non-Automotive and Defense Group

EDWIN H. WALKER

President and General Manager—
General Motors of Canada, Limited

CALVIN J. WERNER

General Manager—Cadillac Motor Car Division

WALLACE E. WILSON

In charge of Automotive Components Group

Other Officers

FRANKLIN H. LAROWE, Treasurer

THOMAS A. MURPHY, Comptroller

EDWARD B. WALLACE, Secretary

BOARD OF DIRECTORS

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KENNETH N. SCOTT
RICHARD L. TERRELL
EDWIN H. WALKER
HAROLD G. WARNER
CALVIN J. WERNER
WALLACE E. WILSON

STOCK TRANSFER OFFICES

1775 Broadway, New York, New York 10019
611 Woodward Avenue, Detroit, Michigan 48232
100 West Tenth Street, Wilmington, Delaware 19899
231 South La Salle Street, Chicago, Illinois 60690
One South Van Ness Avenue, San Francisco, California 94120
21 King Street, East, Toronto 1, Ontario
1350 Sherbrooke Street, West, Montreal 25, Quebec

DIVISIONS: PERSONNEL, PLANTS AND PRODUCTS

General Motors is a decentralized organization with 128 plants operating in 18 states and 70 cities of the United States, seven plants in Canada, and assembly, manufacturing or warehousing operations in 22 other countries.

Subject to broad over-all policies and coordinated control of the central organization, the 39 operating divisions and subsidiaries serving the United States and Canada manage their own affairs and thus in many respects are like indepen-

dent businesses.

In the United States there are nine car, truck and body divisions; 15 automotive components divisions; two defense divisions; four engine divisions; one division which manufactures commercial and household appliances; three finance and insurance units, and General Motors Overseas Operations which is headquartered in New York. In addition, there are four operating divisions in Canada.

AC Electronics Division

7929 South Howell Avenue
Milwaukee, Wisconsin 53201
Telephone: 762-7000 (Area 414)

B. P. BLASINGAME, *General Manager*
J. R. HARNED, *Public Relations*
Home Telephone: 962-3836 (Area 414)

(Plant at Milwaukee, Wis., research and development laboratories at Boston, Mass., and Santa Barbara, Calif. and engineering laboratories at Cape Kennedy, Florida.)

Inertial navigation systems and components for land and sea vehicles, aircraft, spacecraft and missiles

AC Spark Plug Division

1300 North Dort Highway
Flint, Mich. 48556
Telephone: 766-5000 (Area 313)

JOHN D. BAKER, *General Manager*
STANLEY T. RICHARDS, *Public Relations*
Home Telephone: 767-1932

Spark plugs; oil filters; instrument panels; fuel pumps; fuel filters; air cleaners; positive crankcase ventilation valves; cruise control systems

Allison Division

4700 West 10th Street
Indianapolis, Ind. 46206
Telephone: 244-1511 (Area 317)

REUBEN R. JENSEN, *General Manager*
JAMES V. LECOCQ, *Public Relations*
Home Telephone: 251-4208 (Area 317)

(Plants at Indianapolis and Cleveland, O.)

Gas turbine engines; heavy-duty transmissions; military vehicles; tank gun breech mechanisms; locomotive parts; diesel blowers; bearings; engineering services

Buick Motor Division

1051 East Hamilton Avenue
Flint, Mich. 48550
Telephone: 766-5000 (Area 313)

ROBERT L. KESSLER, *General Manager*
GERALD H. RIDEOUT, *Public Relations*
Home Telephone: CEdar 4-9330 (Area 313)

Buick passenger cars

Cadillac Motor Car Division

2860 Clark Avenue
Detroit, Mich. 48232
Telephone: 825-4600 (Area 313)

CALVIN J. WERNER, *General Manager*
WILLIAM J. KNIGHT, *Public Relations*
Home Telephone: 626-0338 (Area 313) (Bloomfield Hills)

Cadillac passenger cars

Central Foundry Division

37 Florence Street
Saginaw, Mich. 48605
Telephone: 755-0911 (Area 517)

ELMER E. BRAUN, *General Manager*
FRED C. HAMMER, *Public Relations*
Home Telephone: 792-6238 (Area 517)

(Plants at Saginaw, Mich.; Danville, Ill.; Defiance, O. and Bedford, Ind.)

Grey iron, malleable iron, Arma-Steel, nodular iron, aluminum and heat resistant alloy castings

Chevrolet Motor Division

3044 West Grand Boulevard
Detroit, Mich. 48202
Telephone: TRinity 3-7200 (Area 313)

E. M. ESTES, *General Manager*
JOHN L. CUTTER, *Public Relations*
Home Telephone: MAYfair 6-5301 (Area 313)
(Birmingham)

(Plants at Atlanta, Ga.; Baltimore, Md.; Bay City, Mich.; Bloomfield, N. J.; Buffalo, N. Y.; Cleveland, O.; Detroit, Mich.; Flint, Mich.; Framingham, Mass.; Indianapolis, Ind.; Janesville, Wis.; Kansas City, Mo.; Livonia, Mich.; Lordstown, O.; Los Angeles, Calif.; Massena, N. Y.; Muncie, Ind.; Norwood, O.; Saginaw, Mich.; St. Louis, Mo.; North Tarrytown, N. Y.; Toledo, O.; Tonawanda, N. Y.; Warren, Mich., and Ypsilanti, Mich.)

Chevrolet passenger cars and trucks

Delco Moraine Division

1420 Wisconsin Boulevard
Dayton, Ohio 45401
Telephone: 445-5000 (Area 513)

N. L. GEBHART, *General Manager*
W. E. TAYLOR, *Public Relations*
Home Telephone: 434-7571 (Area 513)

Hydraulic drum and disc brake equipment; power brakes; engine bearings; metal powder products and controlled friction components for automatic transmissions

Delco Products Division

2000 Forrer Boulevard
Dayton, Ohio 45401
Telephone: 445-5000 (Area 513)

V. P. BLAIR, *General Manager*
D. L. TEMPLE, *Public Relations*
Home Telephone: 274-2553 (Area 513)

(Plants at Dayton, O., and Rochester, N. Y.)

Shock absorbers; electric motors and generators; hydraulic and electric controls, actuators, windshield wipers; automotive suspension units

Delco Radio Division

700 East Firmin Street
Kokomo, Ind. 46901
Telephone: 457-8461 (Area 317)

HERMAN G. RIGGS, *General Manager*
HAMLIN W. WELLING, *Public Relations*
Home Telephone: 883-7075 (Area 317)

Car radios; tape players; heater-air conditioning controls; semiconductor devices; integrated circuits; digital systems, military electronics

Delco-Remy Division

2401 Columbus Avenue
Anderson, Ind. 46011
Telephone: 644-5581 (Area 317)

PERRY W. HOUSE, *General Manager*
CHARLES F. HARDY, *Public Relations*
Home Telephone: 642-0571 (Area 317)

(Plants at Anderson, Ind.; Anaheim, Calif.; Olathe, Kan.; Muncie, Ind., and New Brunswick, N. J.)

Starting, generating and ignition systems; switches; vacuum controls; batteries for passenger cars, trucks, buses, farm tractors and off-highway equipment

Detroit Diesel Engine Division

13400 West Outer Drive
Detroit, Mich. 48228
Telephone: KEnwood 1-7100 (Area 313)

C. W. TRUXELL, *General Manager*
E. H. BICK, *Public Relations*
Home Telephone: NOrmandy 2-9139 (Area 313) (Ann Arbor)

Diesel engines for marine, industrial, petroleum, transportation, military and construction equipment use

Diesel Equipment Division

2100 Burlingame Avenue, S. W.
Grand Rapids, Mich. 49501
Telephone: 245-0481 (Area 616)

ALBERT F. DAVIS, *General Manager*
HAROLD G. GILLISSE, *Public Relations*
Home Telephone: EMpire 1-8123 (Area 616)

Fuel injectors; hydraulic and mechanical valve lifters; gas turbine and jet fuel nozzles; cold formed precision parts

Electro-Motive Division

9301 55th Street
La Grange, Ill. 60525
Telephone: 485-7000 (Area 312)

B. B. BROWNELL, *General Manager*
R. D. INNES, *Public Relations*
Home Telephone: 354-2624 (Area 312)

(Plants at La Grange and Chicago, Ill., and factory rebuild operations at Halethorpe, Md.; Jacksonville, Fla.; Los Angeles, Calif., and Hazelwood, Mo.)

Diesel locomotives; utility power generating plants; large marine and industrial diesel engines

Euclid Division

Hudson, Ohio 44236

Telephone: 653-6611 (Area 216)

PETER K. HOGLUND, *General Manager*

ROLLIN N. ROTHACKER, *Public Relations*

Home Telephone: 688-5978 (Area 216) (Stow)

(Plants at Hudson and Euclid, O.)

Off-highway equipment for moving earth, rock, coal, ore and timber

Fisher Body Division

30001 Van Dyke Avenue

Warren, Mich. 48090

Telephone: JEFFerson 9-5000 (Area 313)

K. N. SCOTT, *General Manager*

J. R. HAINLINE, *Public Relations*

Home Telephone: 476-2186 (Area 313) (Farmington)

(Plants at Atlanta, Ga.; Baltimore, Md.; Cleveland, O.; Detroit, Mich.; Euclid, O.; Flint, Mich.; Framingham, Mass.; Grand Blanc, Mich.; Grand Rapids, Mich.; Hamilton, O.; Janesville, Wis.; Kalamazoo, Mich.; Kansas City, Mo.; Lansing, Mich.; Livonia, Mich.; Lordstown, O.; Los Angeles, Calif.; Mansfield, O.; Marion, Ind.; Norwood, O.; Pittsburgh, Pa.; Pontiac, Mich.; St. Louis, Mo.; Tarrytown, N. Y.; Tecumseh, Mich.; Ypsilanti, Mich., and Willow Springs, Ill.)

Fisher bodies

Frigidaire Division

300 Taylor Street

Dayton, Ohio 45401

Telephone: 445-5000 (Area 513)

HAROLD W. CAMPBELL, *General Manager*

REX W. SMITH, *Public Relations*

Home Telephone: 859-3417 (Area 513)

Refrigerators; freezers; washers; dryers; ranges; dish-washers; food waste disposers; room air conditioners; commercial ice cube makers; commercial washers and automobile air conditioner compressors

GM Assembly Division

3044 West Grand Boulevard

Detroit, Mich. 48202

Telephone: TRinity 3-7200 (Area 313)

CARL W. DOBOS, *General Manager*

VERNON M. SCHNEIDER, *Public Relations*

Home Telephone: MIDwest 6-7236 (Area 313) (Birmingham)

(Plants at Arlington, Tex.; Atlanta, Ga.; Fremont and South Gate, Calif.; Kansas City, Kan.; Linden, N. J., and Wilmington, Del.)

Assembly of Buick, Chevrolet, Oldsmobile and Pontiac passenger cars, and Chevrolet and GMC trucks

GMC Truck & Coach Division

660 South Boulevard, E.

Pontiac, Mich. 48053

Telephone: 335-4111 (Area 313)

MARTIN J. CASERIO, *General Manager*

JOHN A. CASTLE, *Public Relations*

Home Telephone 585-4255 (Area 313) (Clawson)

Trucks and buses; commercial and military vehicles

Guide Lamp Division

2915 Pendleton Avenue

Anderson, Ind. 46011

Telephone: 644-5511 (Area 317)

S. H. STONER, *General Manager*

W. R. MERRITT, *Public Relations*

Home Telephone: 642-2372 (Area 317)

Car, truck and tractor lamps; lighting controls; mirrors; finished die castings; molded plastic parts; stampings

Harrison Radiator Division

Lockport, N. Y. 14094

Telephone: 434-6611 (Area 716)

LAWRENCE A. ZWICKER, *General Manager*

ROBERT P. SHAW, *Public Relations*

Home Telephone: 434-5353 (Area 716)

(Plants at Lockport and Buffalo, N. Y.)

Car and truck radiators, defrosters, heaters; thermostats and air conditioners; heat exchangers

Hydra-Matic Division

Ypsilanti, Mich. 48197

Telephone: HUNter 2-7800 (Area 313)

J. STEWART GARLIC, *General Manager*

BERNARD W. BALDWIN, *Public Relations*

Home Telephone: FIEldbrook 9-0209 (Area 313)

(Northville)

Hydra-Matic automatic transmissions for cars and military vehicles and 20 mm guns for military aircraft

Inland Manufacturing Division

P. O. Box 1050

Dayton, Ohio 45401

Telephone: 445-5000 (Area 513)

T. O. MATHUES, *General Manager*

H. I. NEWSOME, *Public Relations*

Home Telephone: 898-5927 (Area 513) (Vandalia)

Weatherstrips; steering wheels; soft interior trim; suspension parts; brake lining and hoses; ice trays

New Departure-Hyatt Bearings Division

Hayes Avenue
Sandusky, Ohio 44870
Telephone: 626-2120 (Area 419)

W. E. MILNER, *General Manager*
H. F. KELLY JR., *Public Relations*

(Plants at Sandusky, O.; Bristol and Meriden, Conn.;
Harrison and Clark Township, N.J.)

Ball, cylindrical, tapered and needle package bearings for
automotive and industrial uses; railroad journal boxes;
sprag and roller clutches; forgings; transmission parts

Oldsmobile Division

920 Townsend Street
Lansing, Mich. 48921
Telephone: 373-5000 (Area 517)

HAROLD N. METZEL, *General Manager*
JACK P. WHITE, *Public Relations*
Home Telephone: 372-0374 (Area 517)

Oldsmobile passenger cars

Packard Electric Division

P.O. Box 431
Warren, Ohio 44482
Telephone: 399-9121 (Area 216)

G. W. CHESTNUT, *General Manager*
D. A. WEBER, *Public Relations*
Home Telephone: 374-8471 (Area 216)

Automotive, appliance, marine and farm equipment
wiring systems and components; fiber optics; magnet wire

Pontiac Motor Division

196 Oakland Avenue
Pontiac, Mich. 48053
Telephone: 332-8111 (Area 313)

JOHN Z. DELOREAN, *General Manager*
ROBERT W. EMERICK, *Public Relations*
Home Telephone: 646-0303 (Area 313) (Birmingham)

Pontiac passenger cars

Rochester Products Division

1000 Lexington Avenue
Rochester, N. Y. 14603
Telephone: 254-5050 (Area 716)

PHILIP B. ZEIGLER, *General Manager*
WILLIAM P. BLACKMON, *Public Relations*
Home Telephone: 281-6523 (Area 716)

Carburetors; diverter valves; transmission shift controls;
steel tubing; cigarette lighters; locks; keys

Saginaw Steering Gear Division

3900 Holland Road
Saginaw, Mich. 48605
Telephone: 754-9151 (Area 517)

R. W. DECKER, *General Manager*
W. K. MITCHELL, *Public Relations*
Home Telephone: SWift 2-3292 (Area 517)

Power, manual steering; energy-absorbing steering col-
umns; driver-adjustable steering columns; air pumps;
front-drive axles; steering linkages; suspension units;
prop shafts; ball-bearing actuators and accessory tire
pumps

Ternstedt Division

30007 Van Dyke Avenue
Warren, Mich. 48090
Telephone: 539-5000 (Area 313)

FRANK O. RILEY, *General Manager*
DONALD D. NIMMO, *Public Relations*
Home Telephone: 646-5306 (Area 313) (Bloomfield Hills)

(Plants at Cleveland, Columbus and Elyria, O.; Detroit
and Flint, Mich.; Trenton, N. J., and Syracuse, N. Y.)

Automotive body hardware, parts and accessories

United Motors Service Division (United Delco)

3044 West Grand Boulevard
Detroit, Mich. 48202
Telephone: TRinity 3-7200 (Area 313)

WILLIAM M. WALKER, JR., *General Manager*
ROBERT L. BARAGER, *Public Relations*
Home Telephone: LI 6-0197 (Area 313) (Royal Oak)

Distribution of automotive service parts and equipment

FINANCE AND INSURANCE UNITS

General Motors Acceptance Corporation

1775 Broadway
New York, N. Y. 10019
Telephone: PLaza 7-4000 (Area 212)

OSCAR A. LUNDIN, *President*
VAN BUREN THORNE, JR., *Public Relations*
Home Telephone: MANhassett 7-7315 (Area 516)

Wholesale and retail financing for dealers in GM pas-
senger cars, trucks, buses and off-highway earthmoving
equipment and other GM products in the U.S., Canada
and overseas

Motors Holding Division

3044 West Grand Boulevard
Detroit, Mich. 48202
Telephone: TRinity 3-7200 (Area 313)

WILLIAM HARVEY III, *General Manager*

Capital financing for retail dealers and distributors in
GM products

Motors Insurance Corporation

1775 Broadway
New York, N. Y. 10019
Telephone: PLaza 7-4000 (Area 212)

WARREN H. WILSON, *President*

Fire, theft (comprehensive) and collision insurance for automobiles in the U.S. and Canada

CANADIAN UNITS

Frigidaire Products of Canada Limited

Scarborough, Ont.
Telephone: 755-4111 (Area 416)

E. V. RIPPINGILLE, JR., *President and General Manager*
R. C. NIDDERY, *Public Relations*
Home Telephone: 261-1582 (Area 416)

Frigidaire products for Canada; automotive headlights, tubing, instrument assemblies, radios, shock absorbers, horns and prop shafts

General Motors of Canada, Limited

William Street E.
Oshawa, Ont.
Telephone: 725-7311 (Area 416)

E. H. WALKER, *President and General Manager*
R. L. GOUGH, *Public Relations*
Home Telephone: 723-1865 (Area 416)

(Plants at Oshawa and Windsor, Ont., and St. Therese West, Quebec)

Manufacture, assembly and distribution of GM cars, trucks, service parts and accessories

General Motors Diesel Limited

P.O. Box 2160, Terminal "A"
London, Ont.
Telephone: 451-3600 (Area 519)

FREDERICK W. WALKER, *President and General Manager*
G. BOYD CHESNEY, *Public Relations*
Home Telephone: 471-2828 (Area 519)

Diesel locomotives; diesel engines; power generating plants; buses; fractional horsepower motors; Euclid products

McKinnon Industries Limited

570 Glendale Avenue
St. Catharines, Ontario
Telephone: 685-2011 (Area 416)

E. J. BARBEAU, *President and General Manager*
M. J. CAHILL, *Public Relations*
Home Telephone: 685-7760 (Area Code 416)

(Plants at St. Catharines and Windsor, Ont.)

Automotive engines, transmissions, axle assemblies, starting and generating equipment, castings and forgings

OVERSEAS UNITS

General Motors Overseas Operations Division

1775 Broadway
New York, N. Y. 10019
Telephone: PLaza 7-4000 (Area 212)

EARL C. DAUM, *General Manager*
JOHN W. GRISWOLD, *Public Relations*
Home Telephone: ELmwood 1-4404 (Area 914)

Manufacture, assembly and distribution of GM products outside the U.S. and Canada

Individual Operations

Argentina

General Motors Argentina S.A.
San Martin (Prov. Buenos Aires)
Argentina

HOWARD W. VANGE, *Managing Director*

Manufacture of Chevrolet commercial vehicles and Chevrolet passenger cars. Importation and distribution of other GM products.

(Plants in 2 cities)

Australia

General Motors-Holden's Pty. Limited
Fishermen's Bend
Melbourne, Victoria, Australia

MAX E. WILSON, *Managing Director*

Design and manufacture of Holden and Torana passenger cars and Holden light commercial vehicles. Manufacture of Frigidaire products. Importation and distribution of other GM products. Assembly of imported vehicles

(Plants in 7 cities)

Austria

General Motors Austria Ges. m. b. H.
Vienna, Austria

KAREL B. PENNINK, *Manager*

Importation and distribution of GM products

Belgium

General Motors Continental
Antwerp, Belgium

BARTON BROWN, *Managing Director*

Importation and distribution of GM products. Vehicle assembly. Manufacture of vehicle radiators

(Also General Motors Continental, Netherlands Branch, Rotterdam, Netherlands)

Brazil

General Motors do Brasil S.A.
São Paulo, Brazil

JAMES F. WATERS, JR., *Managing Director*

Manufacture of Chevrolet commercial vehicles and Frigidaire products. Importation and distribution of other GM vehicles and products

(Plants in 2 cities)

Denmark

General Motors International A/S
Copenhagen, Denmark

JOHN M. DONOVAN, *Managing Director*

Importation and distribution of GM products. Vehicle assembly

Finland

Suomen General Motors Oy.
Helsinki, Finland

KNUT A. S. SUNDMAN, *Managing Director*

Importation and distribution of GM products

France

General Motors (France)
Gennevilliers (Seine), France

GEORGE H. MINOR, *Managing Director*

Manufacture of automotive components. Importation and distribution of GM products

General Motors Strasbourg S.A.
Strasbourg, France

Automatic transmission plant under construction

Germany

Adam Opel A.G.
Russelsheim am Main, Federal Republic of Germany

L. RALPH MASON, *Managing Director*

Design and manufacture of Opel Kadett, Olympia, Rekord, Commodore, Kapitän, Admiral and Diplomat passenger cars and light commercial vehicles

(Plants in 3 cities)

General Motors GmbH
Berlin, Federal Republic of Germany

Manufacture of engine bearings

General Motors Deutschland GmbH
Wiesbaden, Federal Republic of Germany

GEORGE W. WOLF, JR., *Manager*

Importation and distribution of GM products

Great Britain

Euclid (Great Britain) Limited
Motherwell, Lanarkshire, Scotland

GEORGE M. PERRY, *Managing Director*

Manufacture and distribution of Euclid off-highway earth moving equipment

(Plants in 2 cities)

General Motors Limited
London, England

P. G. H. NEWTON, *Managing Director*

Manufacture of Frigidaire and AC-Delco products. Importation and distribution of other GM products

(Plants in 4 cities)

Vauxhall Motors Limited
Luton, Bedfordshire
England

DAVID L. HEGLAND, *Managing Director*

Design and manufacture of Vauxhall Viva, Victor and Cresta passenger cars and Bedford commercial vehicles

(Plants in 3 cities)

Italy

General Motors Italia S.p.A.
Milan, Italy

GINO E. CASSERINI, *Managing Director*

Importation and distribution of GM products

Mexico

General Motors de Mexico, S.A. de C.V.
Mexico, D.F.

RICHARD L. EHRLICH, *Managing Director*

Manufacture of Chevrolet and Opel passenger cars and commercial vehicles. Importation and distribution of other GM products

(Plants in 2 cities)

New Zealand

General Motors New Zealand Limited
Petone, New Zealand

IVON H. CHEW, *Managing Director*

Importation and distribution of GM products. Vehicle assembly. Manufacture of Frigidaire products

(Plants in 3 cities)

Norway

General Motors (Norway) A/S
Oslo, Norway

EARL R. HAGG, *Managing Director*

Importation and distribution of GM products

Peru

General Motors del Peru S.A.
Lima, Peru

PEDRO A. PESSOA, *Managing Director*

Importation and distribution of GM products. Vehicle assembly

Portugal

General Motors de Portugal, Limitada
Lisbon, Portugal

ROBERT M. CORBY, *Manager*

Importation and distribution of GM products. Vehicle assembly

(Plants in 2 cities)

South Africa

General Motors South African (Pty.) Limited
Port Elizabeth, Republic of South Africa

WILLIAM G. SLOCUM, JR., *Managing Director*

Manufacture of Chevrolet, Vauxhall, Opel and Holden passenger cars; Chevrolet, Bedford and Holden commercial vehicles and Frigidaire products. Importation and distribution of other GM products. Manufacture of commercial bodies and Frigidaire products

(Plants in 2 cities)

Sweden

General Motors Nordiska A.B.
Stockholm, Sweden

HUGH M. AUSTIN, *Managing Director*

Importation and distribution of GM products

Switzerland

General Motors Suisse S.A.
Bienne, Switzerland

WALTER R. PRICE, *Managing Director*

Importation and distribution of GM products. Vehicle assembly

Uruguay

General Motors Uruguay S.A.
Montevideo, Uruguay

GERARD J. BOYLE, *Managing Director*

Importation and distribution of GM products. Vehicle assembly

Venezuela

General Motors de Venezuela, C.A.
Caracas, Venezuela

ERNEST W. MANDEVILLE, JR., *Managing Director*

Importation and distribution of GM products. Vehicle assembly

New York

General Motors Overseas
Distributors Corporation
224 West 57th Street
New York, N. Y. 10019

GREGORY R. McNAB, *Managing Director*

Distribution of GM products in all overseas territories not served by plants or warehouses

PUBLIC RELATIONS STAFF

General Motors' Public Relations Staff is divided into four major sections, with all activities reporting to Anthony G. De Lorenzo, vice president in charge of the Public Relations Staff.

The four sections and their directors are: News Relations, Thomas E. Groehn; Institutional Operations, Waldo E. McNaught; Field Operations, Edmund Steeves, and Communications, Maurice Wyss.

Activities reporting to Mr. Groehn include the News Relations Section offices in Detroit and New York. Sections reporting to Mr. McNaught include divisional and defense relations, educational relations, production and distribution of films and booklets and special projects. Operations reporting to Mr. Steeves include plant city and regional activities, field relations, and community activities. Activities reporting to Mr. Wyss include editorial planning and services, editorial writing, and shareholder relations. Ernest L. Barcella is manager of the Washington Office. C. Carlton Brehler is administrative assistant to Mr. De Lorenzo.

In addition to public relations men listed for General Motors divisions on previous pages, members of the General Motors Central Office Public Relations Staff are available, at office and home, to answer questions about the company and its products.

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GENERAL MOTORS CORPORATION

and consolidated subsidiaries

STATISTICAL

Year	Net Sales	Net Income	Net Income as % of Sales	Dividends on Preferred Stocks	Amount Earned on Common Stock		Dividends on Common Stock		Total Dividends on Preferred and Common Stocks % of Net Income
					Total	Per Share*	Total	Per Share*	
1948	\$ 4,701,770,340	\$ 440,447,724	9.4%	\$12,928,315	\$ 427,519,409	\$1.62	\$ 197,845,688	\$.75	47.9%
1949	5,700,835,141	656,434,232	11.5	12,928,316	643,505,916	2.44	351,380,264	1.33	55.5
1950	7,531,086,846	834,044,039	11.1	12,928,315	821,115,724	3.12	526,111,783	2.00	64.6
1951	7,465,554,851	506,199,560	6.8	12,928,313	493,271,247	1.88	350,249,851	1.33	71.7
1952	7,549,154,419	558,721,179	7.4	12,928,313	545,792,866	2.08	349,041,039	1.33	64.8
1953	10,027,985,482	598,119,478	6.0	12,928,312	585,191,166	2.24	348,760,514	1.33	60.5
1954	9,823,526,291	805,973,897	8.2	12,928,309	793,045,588	3.03	436,507,196	1.67	55.8
1955	12,443,277,420	1,189,477,082	9.6	12,928,305	1,176,548,777	4.30	592,245,497	2.17	50.9
1956	10,796,442,575	847,396,102	7.8	12,928,302	834,467,800	3.02	552,853,282	2.00	66.8
1957	10,989,813,178	843,592,435	7.7	12,928,300	830,664,135	2.99	555,453,812	2.00	67.4
1958	9,521,965,629	633,628,076	6.7	12,928,298	620,699,778	2.22	558,940,800	2.00	90.3
1959	11,233,057,200	873,100,149	7.8	12,928,296	860,171,853	3.06	561,838,126	2.00	65.8
1960	12,735,999,681	959,042,489	7.5	12,928,293	946,114,196	3.35	564,190,599	2.00	60.2
1961	11,395,916,826	892,821,444	7.8	12,928,292	879,893,152	3.11	707,383,013	2.50	80.7
1962	14,640,240,799	1,459,077,450	10.0	12,928,290	1,446,149,160	5.10	850,465,125	3.00	59.2
1963	16,494,818,184	1,591,823,058	9.7	12,928,288	1,578,894,770	5.56	1,135,809,405	4.00	72.2
1964	16,997,044,468	1,734,781,555	10.2	12,928,286	1,721,853,269	6.05	1,266,306,261	4.45	73.7
1965	20,733,982,295	2,125,606,440	10.3	12,928,282	2,112,678,158	7.41	1,496,812,657	5.25	71.0
1966	20,208,505,041	1,793,391,691	8.9	12,928,278	1,780,463,413	6.24	1,298,106,848	4.55	73.1
1967	20,026,252,468	1,627,276,076	8.1	12,928,276	1,614,347,800	5.66	1,084,355,349	3.80	67.4

Factory Sales of Cars and

Cars and Trucks Manufactured in the United States

Year	PASSENGER CARS						TRUCKS AND COACHES			TOTAL United States
	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	TOTAL	Chevrolet	GMC	TOTAL	
1958	258,394	126,087	1,263,690	310,909	220,767	2,179,847	280,302	66,096	346,398	2,526,245
1959	232,757	138,610	1,428,336	366,879	389,616	2,556,198	326,448	77,371	403,819	2,960,017
1960	304,085	158,719	1,874,659	400,379	447,868	3,185,710	393,100	102,567	495,667	3,681,377
1961	292,398	147,957	1,605,434	322,366	362,147	2,730,302	343,677	76,333	420,010	3,150,312
1962	416,087	159,014	2,158,958	458,045	545,884	3,737,988	396,123	88,712	484,835	4,222,823
1963	480,082	164,651	2,302,458	504,853	625,688	4,077,732	482,769	101,189	583,958	4,661,690
1964	484,137	154,991	2,118,647	511,848	693,743	3,963,366	524,501	110,123	634,624	4,597,990
1965	651,792	196,420	2,585,014	649,530	858,915	4,941,671	618,944	135,865	754,809	5,696,480
1966	582,098	205,009	2,201,882	594,906	864,797	4,448,692	620,322	126,370	746,692	5,195,384
1967	575,001	212,576	1,919,687	553,993	858,448	4,119,705	548,219	130,720	678,939	4,798,644

SUMMARY

Net Income Retained for Use in the Business		Expenditures for Plant and Equipment (Excluding Special Tools)	Worldwide		At December 31			Year
Total	Per Share*		Payrolls	Average Number of Employees	Common and Preferred Stockholders		Net Working Capital	
					Number	Equity		
\$ 229,673,721	\$.87	\$ 142,639,800	\$1,305,489,590	392,107	433,945	\$1,800,249,522	\$1,086,680,131	1948
292,125,652	1.11	130,420,003	1,472,087,750	426,137	434,075	2,092,375,174	1,265,916,125	1949
295,003,941	1.12	175,621,363	1,843,342,263	495,627	445,573	2,387,379,115	1,506,256,144	1950
143,021,396	.55	259,811,173	1,905,691,399	501,812	478,924	2,530,400,511	1,456,758,140	1951
196,751,827	.75	343,064,482	2,062,103,065	490,749	487,624	2,727,152,338	1,191,221,891	1952
236,430,652	.91	500,909,068	2,676,044,049	585,602	494,632	2,982,531,816	1,236,134,209	1953
356,538,392	1.36	754,650,239	2,610,195,006	576,667	487,639	3,339,070,208	1,350,561,015	1954
584,303,280	2.13	608,121,546	3,127,145,514	624,011	565,408	4,255,055,724	2,058,257,831	1955
281,614,518	1.02	890,526,891	2,895,768,446	599,243	656,076	4,581,590,189	1,745,974,246	1956
275,210,323	.99	473,888,927	2,954,775,530	588,160	717,746	4,905,107,782	1,861,363,078	1957
61,758,978	.22	269,382,628	2,688,379,697	520,925	750,731	5,016,839,689	2,098,705,137	1958
298,333,727	1.06	319,940,202	3,083,759,866	557,218	786,744	5,371,011,318	2,566,157,275	1959
381,923,597	1.35	525,972,182	3,487,092,528	595,151	830,873	5,814,660,789	2,799,315,560	1960
172,510,139	.61	503,224,903	3,238,818,071	552,984	867,052	6,025,655,017	3,058,577,064	1961
595,684,035	2.10	645,113,381	3,894,873,691	604,718	1,059,225	6,650,971,621	3,528,029,982	1962
443,085,365	1.56	647,221,971	4,312,751,823	640,073	1,068,151	7,121,011,941	3,727,408,166	1963
455,547,008	1.60	929,588,476	4,592,481,476	660,977	1,186,885	7,599,015,311	3,651,041,721	1964
615,865,501	2.16	1,321,980,238	5,448,342,843	734,594	1,310,278	8,237,278,347	3,684,854,671	1965
482,356,565	1.69	1,188,054,246	5,559,741,677	745,425	1,417,955	8,726,102,975	3,605,988,574	1966
529,992,451	1.86	912,629,617	5,634,191,663	728,198	1,399,113	9,261,152,666	4,006,404,554	1967

*In terms of present \$1 $\frac{3}{4}$ par value common stock

Trucks, including export shipments

Cars and Trucks Manufactured Outside the United States							TOTAL Sales all Sources	Year
CANADIAN PLANTS	OVERSEAS PLANTS					TOTAL Canada and Overseas		
	Australia	England	Germany	All Other	TOTAL			
186,625	110,626	174,124	312,873	—	597,623	784,248	3,310,493	1958
180,216	115,308	244,655	334,444	16,274	710,681	890,897	3,850,914	1959
208,357	140,336	245,981	366,817	18,128	771,262	979,619	4,660,996	1960
196,407	112,680	186,388	377,258	13,584	689,910	886,317	4,036,629	1961
268,624	133,325	215,974	378,878	18,977	747,154	1,015,778	5,238,601	1962
307,651	166,118	248,227	574,796	15,768	1,004,909	1,312,560	5,974,250	1963
293,367	170,212	342,873	678,278	31,758	1,223,121	1,516,488	6,114,478	1964
418,527	151,514	330,983	636,503	44,124	1,163,124	1,581,651	7,278,131	1965
356,407	154,584	275,383	653,421	82,159	1,165,547	1,521,954	6,717,338	1966
385,827	145,067	290,706	560,239	90,869*	1,086,881	1,472,708	6,271,352	1967

*In 1967, includes 21,824 units for Argentina, 17,086 units for Brazil, 23,578 units for Mexico and 28,381 units for South Africa

HIGHLIGHTS OF 1967

SALES

General Motors' net sales in 1967 totaled \$20,026 million, the third highest in the Corporation's history, and 1% below last year. Commercial automotive products accounted for nearly 90% of total net sales from all sources. The remainder represented sales of commercial nonautomotive products as well as defense and space items.

	1967	1966
Dollar sales of all products		
Civilian	\$19,249,747,000	\$19,656,840,000
Defense	776,505,000	551,665,000
Total	\$20,026,252,000	\$20,208,505,000

In 1967 General Motors' worldwide factory sales of cars and trucks totaled 6,271,000 vehicles, 7% below 1966. Factory sales of GM cars and trucks produced in the United States totaled 4,798,000 units, compared with 5,195,000 units in 1966, a decrease of 8%. Factory sales of cars and trucks built in GM's Canadian assembly plants were 386,000 in 1967, compared with 356,000 in 1966. This increase of 8% reflected the realignment of production between United States and Canadian plants under the U.S.-Canadian Automotive Trade Agreement. As a result of this agreement, General Motors of Canada is concentrating on the manufacture of products with a potential for high volume in Canada, some of which are exported to the United States, and replacing the production of lower volume models and parts with imports from the United States.

	1967	1966
Factory sales of cars and trucks		
Manufactured in U. S. plants	4,798,000	5,195,000
Manufactured in Canadian plants	386,000	356,000
Manufactured in Overseas plants	1,087,000	1,166,000
Total	6,271,000	6,717,000

EARNINGS

Net income in 1967 totaled \$1,627 million, compared with \$1,793 million in the previous year. Of the 1967 total, 93% was earned by the United States and Canadian operations, with the remaining 7% earned by the overseas operations. Earnings on the common stock in 1967 totaled \$5.66 per share, compared with \$6.24 per share in 1966. Dividends paid on the common stock in 1967 totaled \$1,084 million, or \$3.80 per share. In 1967, \$1.86 per share, or 33% of earnings, was reinvested in the business. Dividends on the common stock in 1966 totaled \$4.55 per share, with \$1.69 per share reinvested in the business.

	1967	1966
Net income	\$1,627,276,000	\$1,793,392,000
As a percent of sales	8.1%	8.9%
Earned per share of common stock	\$5.66	\$6.24
Dividends per share of common stock	\$3.80	\$4.55

TAXES

The provision for United States and foreign income taxes in 1967 totaled \$1,386 million, compared with \$1,477 million in 1966.

	1967	1966
Provision for U. S. and foreign income taxes	\$1,386,100,000	\$1,477,400,000
Other tax provisions (including state, local and GM's share of social security taxes)	623,000,000	611,700,000
Total taxes	\$2,009,100,000	\$2,089,100,000
Total taxes per share of common stock	\$7.04	\$7.32
Total taxes per dollar of net income	\$1.23	\$1.16
Total taxes per dollar of dividends	\$1.83	\$1.59

The Corporation's total tax provision in 1967 amounted to \$2,009 million, including United States and foreign income taxes, state and local taxes and the Corporation's share of social security taxes. The total of all taxes applicable to General Motors operations was \$3,217 million, including sales and excise taxes paid on sales of GM products which are excluded from both sales and costs. This amount is equivalent to \$11.27 per share of common stock, or about three times the amount paid in dividends to GM's stockholders in the year 1967.

The following amounts have been provided by General Motors in the past ten years for U. S. and foreign income taxes:

1958	\$ 481,800,000	1963	\$1,762,100,000
1959	919,100,000	1964	1,548,900,000
1960	1,078,500,000	1965	1,966,000,000
1961	875,200,000	1966	1,477,400,000
1962	1,475,400,000	1967	1,386,100,000

MODERNIZATION AND EXPANSION

During 1967 General Motors spent \$913 million for new plants and equipment and the modernization of existing facilities. About 80% of this amount was spent in the United States with the remainder spent in Canada and abroad.

It is General Motors policy to spend annually the amounts required to keep its plants modern and efficient and to provide the capacity required to keep pace with the long-term growth of the worldwide automobile market. Capital expenditures in 1968 are expected to be in the area of \$1,000 million, with a continued high level of spending indicated in subsequent years in order to meet expected facility and capacity requirements. These expenditures are being made with due consideration for the President's request that industry help reduce inflationary pressures by deferring or extending plant expenditures wherever possible.

Capacity expansion expenditures in 1967 included continuation of construction of a new Chevrolet die plant in Flint, Michigan, a new Oldsmobile pressed metal facility in Lansing, Michigan and the addition to the Detroit Diesel Engine plant in Detroit, Michigan. Work was started in 1967 to increase the production capacity at AC Spark Plug Division in Flint.

Modernization and replacement programs were underway during the year at the Chevrolet Janesville, Wisconsin assembly plant and the New Departure-Hyatt Bearings plants at Sandusky, Ohio and Bristol, Connecticut. Expenditures for the modernization of the GM Assembly Division plants at Atlanta, Georgia and Wilmington, Delaware were completed in 1967.

During the year expenditures were made for administration and engineering facilities by Buick, Chevrolet, Pontiac, Fisher Body, New Departure-Hyatt Bearings, Delco Products, Harrison Radiator and Research Laboratories. Allison Division in Indianapolis, Indiana is expanding its engineering test facilities in connection with development of jet engines.

GM's program to reduce industrial air and water pollution was expanded and accelerated in 1967. Facilities are currently under construction to reduce air pollution from foundry emissions at Buick and Pontiac and to combat both air and water pollution at other divisions.

Expenditures continued in Canada to provide the facilities needed to meet the growing Canadian market and to realign manufacturing and assembly facilities to achieve the objectives of the provisions of the U.S.-Canadian Automotive Trade Agreement. Substantial expenditures were made in Canada in 1967 by McKinnon Industries in order to increase capacity for the production of engines, front and rear axles and other automotive components. Expenditures at GM of Canada were primarily for new paint facilities, to increase the capacity at the Oshawa truck plant and to increase radiator manufacturing capacity.

Overseas, a second plant for the assembly of Opel Kadett and Rekord cars was opened by General Motors Continental in Antwerp, Belgium. A new plant now being built in Strasbourg, France will produce automatic transmissions for Opel and Vauxhall cars.

Vauxhall in England has completed a major expansion program which includes the construction of a new replacement parts center and the expansion of Bedford truck production facilities. Euclid (Great Britain) is expanding facilities at its Motherwell and Peterhead, Scotland plants to increase capacity and handle the addition of new models to its product line. Production capacity will be increased approximately 50% by this program.

General Motors do Brasil is preparing for the production of passenger cars in late 1968 by expanding its Sao Caetano and Sao Jose dos Campos facilities. General Motors New Zealand has moved into a new assembly plant at Trentham, a suburb of Wellington. The existing plant at Petone, New Zealand is producing Frigidaire products and automotive components.

DEFENSE AND SPACE ACTIVITIES

General Motors defense and space effort carried the Corporation into a wide variety of research, development and production activities during 1967. More than 30 divisions and staffs were involved in these projects.

Included were activities related to the M-511 "General Sheridan" armored reconnaissance airborne assault vehicle, the M-109 self-propelled howitzer, 20mm aircraft cannon, actuators, jungle radios, silver-zinc batteries, fuzing devices and 81mm and 105mm shells; guidance, navigation and control systems for aircraft, missiles and for the Titan III-C and Apollo space vehicles; engines, transmissions and other components for a variety of ground vehicles and aircraft. GM also conducted extensive research and engineering activities relating to ground, sea, air and space programs of the United States Government.

Successful tests of the new 14,250 pound thrust TF41 engine highlighted GM's 1967 jet and gas turbine engine development programs. This engine is being developed jointly by the Corporation and Rolls-Royce, Ltd., of England for the U. S. Air Force's new A-7D close-support fighter bomber.

General Motors successfully demonstrated the first regenerative gas turbine engine as a potential source of aircraft power in a series of flights in 1967. The engine reclaims much of its own exhaust heat and reuses it for appreciable savings in fuel and corresponding increase in range.

A guidance and navigation system built by General Motors directed an unmanned Apollo spacecraft with outstanding accuracy through a series of orbital maneuvers simulating the trip to the moon and reentry. During 1967, GM guidance systems also directed three flights of the Air Force Titan III-C booster which places satellites for worldwide military communications and nuclear test detection into precise earth orbits.

A prototype of the new Main Battle Tank, the MBT-70, was shown for the first time in 1967. General Motors is the U. S. development contractor for this joint U. S.-Federal Republic of Germany project. The new vehicle will outrun, outshoot and outmaneuver any known tank, while providing unprecedented crew protection against radiation, chemical and biological airborne contaminants. This unique vehicle can operate while totally submerged and can be raised or lowered in height or tilted forward or backward.

SUPPLIERS

Payments to General Motors suppliers during 1967 totaled \$9,407 million, or 46 $\frac{3}{4}$ cents of every dollar GM received during the year.

According to a recent survey, General Motors buys materials, parts, components and services from approximately 37,000 suppliers in the United States alone. More than 78% of these suppliers have fewer than 100 employees. This fact illustrates the interdependence of large and small business which is characteristic of the American economy and an important source of its continuing strength.

WHERE GM'S DOLLAR GOES

GM received in 1967	MILLIONS:	
From sale of its products and other income (net)	\$20,140	100%
These receipts went		
To suppliers for materials, services, etc.	9,407	46%
To employees for payrolls, employee benefit plans, etc.	6,384	31%
For Federal, state and local taxes.	2,009	10
To provide for depreciation and obsolescence of real estate, plants and equipment	713	3½
To GM stockholders	1,097	5½
For use in the business to provide for expansion and modernization of facilities and for working capital	530	2½

PEOPLE OF GENERAL MOTORS

EMPLOYMENT AND PAYROLLS

Worldwide employment and payrolls were at very high levels during the year as a result of the high level of production.

Average worldwide employment during 1967 of 728,000 men and women marked the third successive year that General Motors employment has exceeded 700,000. Payrolls totaled a record \$5,634 million in 1967, including overtime, night shift premiums, cost-of-living allowances, and vacation, holiday and miscellaneous pay, but not benefits such as pensions, insurance, state unemployment benefits and GM supplements thereto, GM's share of social security costs and GM contributions to the Savings-Stock Purchase Program.

Average hourly-rate employment in the United States in 1967 was 406,000 and payrolls totaled \$3,434 million. Hourly wages for these employees averaged \$4.12 per hour for 39.5 hours work per week. The chart below shows that the average weekly wages of GM's hourly-rate employees in the United States of \$162.73 were substantially above those reported for all U.S. manufacturing employees by the Bureau of Labor Statistics.

The amount paid to employees in 1967, directly as compensation or indirectly through employee benefit programs, amounted to approximately 32 cents for every dollar GM received.

Worldwide Employment

	<u>1967</u>	<u>1966</u>
Average number of employees	728,000	745,000
Total payrolls	\$5,634,192,000	\$5,559,742,000

U. S. Hourly-Rate Employment

Average number of hourly-rate employees . . .	406,000	415,000
Total hourly-rate payrolls	\$3,434,000,000	\$3,407,000,000
Average weekly wage of hourly-rate employees . . .	\$162.73	\$158.04

EMPLOYEE BENEFIT PLANS

GM employees are aided in planning for the future and in providing financial protection for themselves and their families by GM's benefit programs. The Corporation's contributions under these programs in 1967 totaled \$693 million for the employees in the United States. Two of the most important benefit programs are the group insurance program, which provides life insurance, sickness and accident benefits and hospital-surgical-medical coverage, and the pension program. At the end of 1967, there were 74,560 persons receiving retirement benefits under the contributory and non-contributory retirement programs.

Benefit plans in Canada are similar to those in effect in the United States. Plans overseas vary from those in effect in the United States and are generally in accord with local custom.

GM SAVINGS-STOCK PURCHASE PROGRAM

Through the General Motors Savings-Stock Purchase Program, a salaried employee in the United States who has at least one year of continuous employment may save up to 10% of his salary, and the Corporation will contribute an amount equal to 50% of the employee's savings. Both the employee's savings and the Corporation's contributions are turned over to a trustee which invests one-half of the employee's savings and the Corporation's entire contributions in General Motors common stock and the remaining half of the employee's savings in United States Government securities.

Classes under the Program are formed each year. Employees may elect (1) to receive all of the assets of a class early in the sixth year following the year of formation of that class, or (2) to leave the assets in the Program until retirement or other termination of employment.

During 1967, 92% of those eligible participated in the Program, saving 8% of their salaries. Under the Program, 72,430 employees who were members of the maturing class of 1962 received, or were credited with, GM common stock, Government securities and cash valued at \$122.8 million. This was equivalent to \$2.66 for each dollar they had invested in the Program in that year.

A similar Program is in effect for salaried employees of General Motors Subsidiaries operating in Canada.

SUGGESTION PLAN

More than \$13.6 million in suggestion awards was paid to GM employees in the U. S. and Canada for 266,843 suggestions adopted under the General Motors Employee Suggestion Plan in 1967. Included in these awards were 131 maximum awards of \$6,000 each. Since 1942 when the Suggestion Plan was begun, awards have totaled more than \$96 million for approximately 2 million employee suggestions adopted. The Plan enables the company to reward employee initiative and produces ideas which make GM employees' jobs easier, improve procedures, processes, quality and safety, and save materials and supplies.

SAFETY RECORD

In 1967, GM employees achieved the best record of industrial safety in the history of General Motors. On the average, out of every thousand GM employees in the U.S. and Canada, 998 worked the entire year without any time lost from on-the-job accidents or occupational diseases. This record is the result of an intensive and continuing accident prevention and health maintenance program, and excellent cooperation among full-time safety staffs, supervisory personnel, and all employees.

In recognition of this achievement, General Motors received the National Safety Council's *Award of Honor* for its outstanding safety performance in 1967.

GM'S OWNERS

General Motors stockholders, both common and preferred, totaled 1,399,000 at the end of 1967.

Seventy-nine per cent of GM shareholders owned 100 shares or less. Individual accounts make up 67% of all GM shareholders while joint tenancy accounts comprise another 20%. The remaining 13% consists of institutions and groups such as estates and trusts, insurance companies, pension funds and colleges.

SCIENTIFIC, PRODUCT AND INDUSTRIAL PROGRESS

GENERAL MOTORS TECHNICAL CENTER

The General Motors Technical Center north of Detroit is one of the world's greatest industrial research facilities. This group of 30 ultra-modern buildings, from gatehouses to laboratories, offices, and shop buildings, covers 330 acres of a 1,000-acre tract. Its various building groups stand along three sides of a 22-acre artificial lake, giving the Center a campus-like atmosphere. It is the workshop of more than 5,500 scientists, engineers, researchers, stylists, designers, mechanics, machinists, and other specialists who use science and technology to improve GM products and provide better values for GM customers.

Five central staff organizations are located on the main Technical Center site—Research Laboratories, Engineering Staff, Styling, Manufacturing Development and the Service Section for the Center.

East of the central staff area, the Chevrolet Motor Division has its engineering center, the Fisher Body Division has its general offices and central engineering, and Ternstedt Division has its divisional office and engineering buildings. More than 18,000 General Motors employees work in these facilities and the Technical Center.

GENERAL MOTORS PROVING GROUNDS

General Motors maintains the automotive industry's most extensive test facilities to improve its cars and trucks and related products and help meet the world's growing need for improved transportation.

At locations in four states GM evaluates its current products, examines innovations proposed for future production and seeks improvements in traffic safety, air pollution abatement and similar problems of public concern. The Proving Ground System is part of the GM Engineering Staff which is headquartered at Warren, Mich.

The first General Motors Proving Ground was established near Milford, Mich., in 1924 and represented the industry's initial attempt to test its increasingly complex products under controlled, scientific conditions. A Desert Proving Ground was inaugurated in 1937 at Phoenix, Ariz., for hot weather and other specialized testing. In 1954 a high altitude test center was set up at Manitou Springs, Colo., near the base of Pikes Peak.

The Milford Proving Ground covers 4,009 acres and includes 75 miles of roads into which a world-wide variety of terrain and surface characteristics plus advanced safety design and construction features have been built. Forty-two buildings house such facilities as experimental and repair garages, an instrumentation development section, noise and vibration laboratory, a vision and lighting area, equipment to conduct ride, handling or performance studies, two instant-acceleration sleds for simulating collisions and highly sophisticated electronic devices to operate or evaluate product tests.

The most recent additions to the Milford complex are a Safety Research and Development Laboratory and a Vehicle Dynamics Evaluation facility. The building and the vehicle handling pad—as large as 59 paved football fields—are the largest and most modern installations of their type in the world. Highly sophisticated laboratory equipment and facilities plus the expanse of the pad enables GM to undertake research, experimentation and testing that has previously been impossible.

The Desert Proving Ground, now located on 2,538 acres outside Mesa, Ariz., has 17 miles of specialized roadway and

20 buildings. Utilizing the area's prevailing climate and geography, the desert installation specializes in tire, air conditioner, dust filter, vapor lock, engine cooling and similar tests.

GM's broad study of vehicular air pollution emissions is augmented by test and surveillance work performed at the Milford and Desert Proving Grounds and at a fourth installation, the Vehicle Emission Laboratory at El Segundo, Calif.

PROGRESS IN HIGHWAY SAFETY

Safety has been a prime objective in the design and production of GM cars ever since the company was organized. Virtually every engineering advance over GM's 60-year history has contributed to the safety of the vehicles it produces and to the people who use them.

Our approach to vehicle safety involves two basic concepts—*accident prevention* and *accident survivability*. Accident prevention encompasses many built-in features to help drivers avoid accidents—brakes, lighting, visibility, steering, suspension systems and overall responsiveness. The accident survivability concept involves the reduction of injury potential for occupants in the event an accident does occur. Efforts in this direction have made the car body a stronger basic container for people with more occupant protection inside. Among the most recent improvements providing increased interior impact protection are: energy-absorbing steering column; improved instrument panels and other interior components; thicker laminate windshields; improved door hinges, latches and locks; redesigned and relocated instruments and controls; and restraint systems.

While the car understandably is the primary concern, General Motors also contributes to the promotion of highway safety through a broad range of activities directed toward both the driver and the road—the other two elements in the highway safety triangle. In the area of driver improvement, the most notable is high school driver education. During the 1966-67 school year, an estimated 860,000 high school students received driver training in nearly 15,000 cars provided to schools by General Motors and its dealers.

Other phases of GM's traffic safety program are carried on primarily through support of research, training, field services and other programs of several national organizations and universities. General Motors executives and technicians participate in work of leading agencies such as the Automotive Safety Foundation, National Highway Users Conference, National Safety Council, Auto Industries Highway Safety Committee, Highway Research Board and the President's Committee for Traffic Safety.

HEMISFAIR '68'

General Motors joined HemisFair '68,' an officially recognized World's Fair in San Antonio, Texas, with its own pavilion housing educational and scientific exhibits depicting GM's aid to medicine, proposed traffic controls, automotive safety features and many of the products of its divisions.

Visitors to HemisFair '68,' which opened April 6 for a six-month period, viewed 45 specific General Motors displays revealing engineering and scientific achievements from the General Motors Technical Center, in addition to a modern Frigidaire kitchen, Electrovair—the battery-powered automobile, two other experimental vehicles, and miniature automated displays of the GM-developed impact sled for crash testing, and an assembly line revealing how auto assembly adds to vehicle safety.

EDUCATIONAL PROGRAMS

SUPPORT OF EDUCATION

General Motors expenditures in support of higher education during 1967 totaled more than \$11.9 million. This amount includes undergraduate scholarships, grants-in-aid to private colleges, contributions for fellowships, research projects, and educational conferences and \$5.2 million for support of General Motors Institute.

Under the General Motors Scholarship Program in the 1967-68 academic year, some 1,360 young men and women are taking courses of their choice at 218 colleges and universities. These students are free to choose their field of study and there is no requirement that they become GM employees. Through 1967, some 3,450 GM scholarship holders have been graduated from U. S. colleges and universities. Their records have been outstanding both in class and campus activities, and about 75 per cent of them have studied or plan to study for advanced degrees.

Under the General Motors Tuition Refund Plan the Corporation reimburses tuition costs and compulsory fees of employees who successfully complete approved spare time courses. In 1967, a total of 14,963 employees benefited under this plan.

The Canadian and some of the overseas operations of General Motors also have scholarship, fellowship, and other programs of support for higher education to meet the needs of their respective countries.

GENERAL MOTORS INSTITUTE

General Motors Institute began in 1919 as an evening school, became a part of General Motors in 1926, and has developed into the world's largest industrial educational institution. Accredited as a bachelor degree-granting institution by the North Central Association of Colleges and Secondary Schools, it offers programs using the cooperative plan of education. The Engineering Program leads to the bachelor's degree in industrial, mechanical or electrical engineering. The Industrial Administration program leads to a bachelor's degree in Industrial Administration. As the central training agency for General Motors, GMI also conducts a wide range of part-time management and continuing education courses for the development of employees of GM units.

Students with outstanding scholastic and leadership qualities are appointed by General Motors units to the programs which involves alternating periods of study at GMI and related work assignments in GM units. Approximately 3,000 students are enrolled in the program.

During 1967, the Institute's entire educational and training activities served about 25,000 GM employees.

Information is available from the Admissions Office, General Motors Institute, Flint, Michigan. Public Relations for the Institute is handled by William Sines—Telephone: 766-9445. (Area 313)

SERVICES TO EDUCATORS

General Motors offers a variety of classroom teaching aids and other types of assistance to educators upon request. The Educational Relations Department of the Public Relations Staff coordinates inquiries from educators and promotes understanding between GM and the educational community.

Over 400 educational aids are available from divisions and central office staffs in the form of films, booklets, charts, and manuals. For example, these materials provide information on the construction or operation of GM products, information on career guidance, basic scientific and engineering principles, vocational training, automobile and highway safety, and GM history.

Copies of selected technical papers as well as sets of typical problems in engineering are available to college-level educators. Kits of resource materials have been prepared for teachers of mathematics, science, drafting, social studies, and driver education.

GM also has sponsored several types of educator conferences since the mid-1950's. Currently, these include a conference for high school mathematics and science teachers and another for secondary school guidance counselors. The former also includes a program of summer employment of mathematics and science teachers from high schools in GM plant city areas.

Another service to educators is the donation of product components to eligible schools and colleges for educational use in shops or laboratories.

The GM Previews of Progress, originated in 1937, is a traveling science show presented live primarily at junior and senior high school assembly programs. Showings are scheduled by the seven units currently operating in the United States. About 2 million persons will see the shows this year in some 2,500 schools.

YOUTH ACTIVITIES

In the 1966-67 school year, General Motors granted allowances to GM dealers totaling \$5,754,384 on 14,949 cars which were loaned to high schools for driver training programs.

American Youth, a magazine edited especially for teenagers with particular emphasis on safe driving practices, is sent free by General Motors to newly-licensed young drivers for one year. It is published quarterly and has a circulation of about 2,000,000 per issue.

Other General Motors educational activities include support for farm youth programs, including sponsorship since 1945 of the National 4-H Safety Program and participation in the National Program of Future Farmers of America; and the All-American Soap Box Derby, an annual event which now also includes six foreign countries, in which more than a million boys have participated since 1934, sponsored by Chevrolet Motor Division in cooperation with newspapers, television and radio stations, civic groups and fraternal organizations.

The Green Pennant Safety Program is a student traffic safety activity aimed at reducing injury accidents among school children. It operates under GM sponsorship in more than 700 cities in 46 states and involves some 6,000 schools and more than 3¼ million students.

GENERAL MOTORS TRAINING CENTERS

To offer increasingly better service to owners of General Motors products, GM conducts an educational program in 30 training centers across the nation to keep automotive mechanics abreast of improved service methods and technological advances. The facilities are also used to train GM dealer personnel in management and selling techniques. More than 5,700,000 enrollees have participated in GM training programs in 14 years of operation.

A typical center has specialized shop classrooms for use by Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC Truck & Coach, Fisher Body, United Motors Service and Frigidaire divisions. Several centers also have facilities for training mechanics in servicing Allison transmissions, Detroit Diesel engines and Euclid road machinery. AC Spark Plug also conducts special classes. Courses last from one to 10 days.

High school and vocational school teachers also are invited each summer to attend classes at the centers dealing with the latest automotive repair and service techniques. Last year some 952 teachers received 46,922 hours of instruction in 26 training center locations.

HISTORICAL HIGHLIGHTS

GROWTH OF GENERAL MOTORS

R. E. Olds built his first successful Oldsmobile in 1897. Five years later Henry M. Leland founded Cadillac, and in 1903 the Buick Motor Company was formed from a predecessor firm established by David Buick. In 1907 Edward M. Murphy organized the Oakland Motor Car Company in Pontiac, Michigan. These four firms became the nucleus of General Motors, following its incorporation by W. C. Durant on September 16, 1908.

Durant had genius as a creator and salesman but lacked administrative talent. Twice GM experienced serious financial difficulties—in 1910 and again in 1920. Alfred P. Sloan, Jr., who assumed the GM presidency in 1923, recognized GM's basic organizational problems and created a new concept of management philosophy. To achieve the balance necessary for flexible operation, he established GM management on a foundation of centralized policy and decentralized administration. This idea has since been adopted by many other companies.

GM was a pioneer in many ways. Most early car manufacturers concentrated on a few models in a particular price class, but GM's management sought diversification in both price and makes of cars.

The company was quick to recognize disadvantages in depending wholly upon outside sources for parts. The first exclusive parts manufacturing unit to join General Motors (in 1910) was Jackson-Church-Wilcox, forerunner of the Saginaw Steering Gear Division. It was followed in the same year by the Champion Ignition Company, now AC Spark Plug Division.

Another important step toward closer supervision over quality and cost of parts was taken in 1918, when United Motors Corporation joined GM. This organization included the Dayton Engineering Laboratories, Remy Electric, Klaxon, Harrison Radiator, Jaxon Steel Products, Hyatt Roller Bearing, New Departure and United Motors Service companies. Also in 1918, the GM lines of cars were augmented by Chevrolet, and in the following year Fisher Body became affiliated with GM.

The growth of General Motors since then has been largely from within. The name Frigidaire, for example, was virtually unknown when GM launched the division's pioneering career in the household appliance industry. Development by GM of the two-cycle Diesel engine sparked the growth of the entire group of Diesel divisions. Allison Division is now a leading producer of aviation engines and heavy-duty transmissions, but it was only a small engineering firm when it joined GM in 1929.

Growth of General Motors in Canada has paralleled that in the United States. The McLaughlin Motor Car Co. Ltd. began manufacturing Buicks in Canada under contract in 1907, and participated in organizing the Chevrolet Motor Company of Canada in 1915. The two firms were merged to form General Motors of Canada, Ltd. in 1918. Another subsidiary, The McKinnon Industries, Ltd., which was organized in 1878 and joined GM in 1929, manufactures major parts and assemblies for GM Canadian cars. Frigidaire Products of Canada Ltd. was organized in 1941 and General Motors Diesel Ltd. in 1949.

By the 1920's, the world-wide automobile market had grown sufficiently for GM to take advantage of the economies of assembling American-type vehicles overseas, and a number of assembly plants abroad were established between 1923 and 1928. It soon became evident, however, that the major share of growing overseas demand would be met by smaller, lighter,

low powered, low price cars. Accordingly, General Motors assumed the manufacture of Vauxhall cars in England in 1925 and of Opel cars and trucks in Germany in 1929.

In Australia, where the Corporation has operated assembly plants since 1926, GM introduced the Holden, the first line of Australian-built automobiles, in 1948. In South America, where GM has had assembly operations for 38 years, the Corporation produces vehicles in Argentina, trucks in Brazil and assembles vehicles in Peru and Venezuela. GM also manufactures vehicles in Mexico and South Africa.

General Motors products are sold and serviced in every country of the free world. In a number of countries abroad, GM also manufactures automotive parts and accessories, Frigidaire household and commercial appliances and Euclid road machinery equipment.

PRODUCTION RECORDS

The following figures represent the world-wide unit production by General Motors of certain products from the time GM began building them through December 31, 1967. GM, of course, also builds many other important products.

Passenger cars	103,218,698
Commercial vehicles	19,601,143
Diesel locomotives	25,624
Diesel engines	1,135,292
Aircraft engines	263,833

CHAIRMEN AND PRESIDENTS OF GENERAL MOTORS

Chairmen of the Board

THOMAS NEAL	Nov. 19, 1912—Nov. 16, 1915
PIERRE S. DU PONT	Nov. 16, 1915—Feb. 7, 1929
LAMMOT DU PONT	Feb. 7, 1929—May 3, 1937
ALFRED P. SLOAN, JR.	May 3, 1937—April 2, 1956
ALBERT BRADLEY	April 2, 1956—Aug. 31, 1958
FREDERIC G. DONNER	Sept. 1, 1958—Oct. 31, 1967
JAMES M. ROCHE	Nov. 1, 1967—

Presidents

GEORGE E. DANIELS	Sept. 22, 1908—Oct. 20, 1908
WILLIAM M. EATON	Oct. 20, 1908—Nov. 23, 1910
JAMES J. STORROW	Nov. 23, 1910—Jan. 26, 1911
THOMAS NEAL	Jan. 26, 1911—Nov. 19, 1912
CHARLES W. NASH	Nov. 19, 1912—June 1, 1916
WILLIAM C. DURANT	June 1, 1916—Nov. 30, 1920
PIERRE S. DU PONT	Nov. 30, 1920—May 10, 1923
ALFRED P. SLOAN, JR.	May 10, 1923—May 3, 1937
WILLIAM S. KNUDSEN	May 3, 1937—Sept. 3, 1940
CHARLES E. WILSON	Jan. 6, 1941—Jan. 26, 1953
HARLOW H. CURTICE	Feb. 2, 1953—Aug. 31, 1958
JOHN F. GORDON	Sept. 1, 1958—May 31, 1965
JAMES M. ROCHE	June 1, 1965—Oct. 31, 1967
EDWARD N. COLE	Nov. 1, 1967—

Mr. Wilson served as acting president from June 18, 1940, when Mr. Knudsen was granted a leave of absence to direct national industrial defense production, until his election as president. Mr. Curtice served as acting president from December 1, 1952, when Mr. Wilson was granted a leave of absence from GM prior to his confirmation as Secretary of Defense, until his election as president.

FAMOUS GM DATES

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| <p>1897 Olds Motor Vehicle Company organized and first Oldsmobile produced.</p> <p>1901 First American car to be manufactured in quantity was the famous curved-dash Oldsmobile runabout.</p> <p>1902 Cadillac Automobile Company organized.</p> <p>1903 Buick Motor Company organized.</p> <p>1907 Oakland Motor Car Company (predecessor of Pontiac Motor Division) organized.</p> <p>1908 Fisher Body Company organized.</p> <p>General Motors Company organized (Sept. 16).</p> <p>Cadillac won Dewar trophy in London for demonstrating interchangeability of parts, a basic element in mass production.</p> <p>1910 Cadillac was first manufacturer to offer closed bodies as standard equipment.</p> <p>1911 Chevrolet Motor Company and General Motors Export Company organized.</p> <p>First successful electric self-starter developed by C. F. Kettering and installed in a Cadillac.</p> <p>General Motors Truck Company organized to handle sales of GM's Rapid and Reliance products.</p> <p>1914 Cadillac was first in U. S. to produce a V-type, water-cooled, eight-cylinder engine.</p> <p>1916 General Motors organized as a corporation under Delaware law (Oct. 13) to acquire all stock of the General Motors Company.</p> <p>1918 Chevrolet Motor Company joined GM.</p> <p>United Motors Corporation joined General Motors.</p> <p>General Motors of Canada, Limited formed through merger of McLaughlin Motor Car Company, Ltd. and Chevrolet Motor Company of Canada, Ltd.</p> <p>1919 Fisher Body became affiliated with General Motors.</p> <p>General Motors Acceptance Corporation organized.</p> <p>GM Building begun in Detroit.</p> <p>Frigidaire Corporation joined GM.</p> <p>GM Institute opened at Flint as part-time training school.</p> <p>1920 GM Research Corporation (predecessor of GM Research Laboratories) established.</p> <p>1923 Four-wheel brakes appeared on 1924 Buicks.</p> <p>Ethyl gasoline, developed in GM Research Laboratories, first sold commercially.</p> <p>1924 General Motors Proving Ground, Milford, Michigan, established.</p> | <p>First GM vehicle assembled abroad, in Denmark.</p> <p>1925 Yellow Truck & Coach Manufacturing Company organized, with General Motors Truck as a subsidiary and General Motors Corporation holding a large interest.</p> <p>Vauxhall Motors Ltd., Luton, England, acquired by General Motors.</p> <p>General Exchange Insurance Corporation (predecessor of Motors Insurance Corporation) organized by General Motors.</p> <p>1926 Pontiac car introduced by Oakland.</p> <p>Cadillac introduced shatter-resistant safety glass.</p> <p>1928 Synchromesh transmission introduced by Cadillac.</p> <p>1929 First room air conditioner manufactured by Frigidaire.</p> <p>Adam Opel A. G., Germany, acquired by General Motors.</p> <p>Allison Engineering Company joined General Motors.</p> <p>1933 No-Draft Ventilation, developed by Fisher Body, introduced on all GM cars.</p> <p>Individual front wheel suspension, called Knee-Action, developed by GM Engineering Staff.</p> <p>1934 Two-cycle Diesel developed by GM hauled the first American Diesel-powered streamlined train.</p> <p>1935 Electro-Motive Division established.</p> <p>1937 Detroit Diesel Engine Division organized.</p> <p>1939 Hydra-Matic, first completely automatic shift transmission, introduced by Detroit Transmission Division (now Hydra-Matic Division) on Oldsmobile's 1940 models.</p> <p>First turn signals in the automotive industry developed by Guide Lamp Division and introduced by Buick.</p> <p>1940 GM produced its 25,000,000th car. (Jan. 11).</p> <p>1940-45 GM delivered more than \$12,300,000,000 worth of war material, including airplane engines, airplanes and parts, trucks, tanks, marine Diesels, guns, shells and miscellaneous products.</p> <p>1947 GM Train of Tomorrow, featuring the famous Astra Domes, started two-and-a-half year tour of the U. S. and Canada.</p> <p>1948 Cadillac and Oldsmobile introduced first high compression V-8 engines.</p> <p>Buick introduced first torque converter type automatic transmission offered in U. S. passenger car.</p> <p>First mass-produced car to be manufactured in Australia, the Holden, introduced by GM.</p> |
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- 1950 First Canadian-built GM Diesel locomotive delivered by General Motors Diesel Limited.
- 1952 Power steering offered by Cadillac, Oldsmobile and Buick.
- 1953 12-volt electrical systems, developed by Delco-Remy Division, installed on Cadillacs, Oldsmobiles and Buicks.
First of 30 GM training centers opened in Detroit.
Power brakes offered by Buick and Oldsmobile.
Chevrolet Corvette introduced featuring first molded plastic body to be produced in quantity.
Euclid Road Machinery Co. joined GM.
- 1954 GM announces \$1 billion two-year capital expenditure program.
GM produced its 50,000,000th U.S.-made car (Nov. 23).
GM introduced the XP-21 Firebird, first gas turbine automobile built and tested in U.S.
Turbo cruiser, world's first gas turbine bus, introduced.
GM Desert Proving Ground, Mesa, Arizona, established.
Four-unit headlights first shown to public on Cadillac experimental La Espada.
- 1955 First four-door hardtop sedans offered public by Buick and Oldsmobile.
GM Powerama attracted 2,218,412 visitors in its showing on the Chicago lakefront.
- 1956 GM Technical Center dedicated on May 16.
- 1957 Chevrolet introduced Turboglide transmission with triple-turbine torque converter.
- 1958 GM marked 50th anniversary with year-long Golden Milestone celebration.
Frost-Proof system completely eliminating need for defrosting freezer section and refrigerator compartment introduced by Frigidaire.
- 1959 Chevrolet introduced the Corvair, powered by air-cooled, lightweight, rear-mounted engine.
- 1960 Three GM divisions introduced new smaller cars: the Buick Special, Oldsmobile F-85, and the Pontiac Tempest.
- 1961 Buick introduced first American V-6 engine as standard on 1962 models of Special.
Chevrolet introduced a new line of smaller cars, the Chevy II.
- 1962 GM produced its 75,000,000th U.S.-made vehicle (March 14).
Number of General Motors shareholders passed the 1,000,000 mark.
GM's subsidiary in West Germany, Adam Opel A.G., observed its 100th anniversary and introduced a new car in the one-liter class, the 2-door, 4-passenger Kadett.
- 1963 A new car, Chevelle, was introduced by Chevrolet in September.
The one-liter British Viva was introduced by Vauxhall in September.
- 1964 A \$2 billion two-year capital expenditure program for plants and equipment was announced at the dedication of a new assembly plant at Fremont, California.
Plans announced for new General Motors Building in New York.
GM's Futurama at the New York World's Fair, attracted 15,681,000 visitors.
- 1965 Attendance at the second year of the Futurama exhibit exceeded 14,000,000 visitors—bringing the two-year total to more than 29,000,000 persons and setting an all-time international attendance record for an industrial exhibit.
GM produced its 10,000,000th vehicle outside the U.S. and Canada.
Annual shareholders meeting held for the first time in Detroit.
Oldsmobile introduced the front-wheel drive Toronado.
- 1966 Energy-absorbing steering column introduced.
GM demonstrates two operating experimental electrically-powered vehicles—a battery propelled passenger car (Electrovair II) and a fuel cell van (Electrovan).
Delco Radio Division produced its 50-millionth car radio.
Introduction of Cadillac's front-wheel drive Fleetwood Eldorado inaugurates a second assembly line at the Clark street location for the first time in the Division's 64-year history.
Chevrolet introduced its sixth line of cars, the "personal size" Camaro, a small, sports-type automobile carrying forward the long hood, short deck styling pioneered by Corvette.
- 1967 GM produced its 100,000,000th U.S.-made vehicle. (April 21).
Oldsmobile Division observed its 70th anniversary (August 21).
Pontiac introduced a third line of cars the Firebird, a sporty personal type automobile.

